Saturday, Nov. 16 and Sunday, Nov. 17 at Central Mall

Ribbon-cutting ceremony and festivities start at 9 am Saturday.
Top to bottom, your Sears has a brand new look. Enjoy wider aisles and brighter lighting. Bigger fashion departments, filled with the newest Fall styles. Lots of exciting looks for your home. Brands galore. And much more. You've seen us before, but never like this!

Drew Pearson, former wide receiver with the Dallas Cowboys, will sign autographs.
Saturday, 1–3 pm, in the *Team Apparel Shop.*

See the latest products in action.
All day Saturday and Sunday, throughout the store.

Live KKYR-FM radio broadcast.
Saturday, 1–3 pm, in Sears Brand Central.

Come meet Scott Reeves, "Ryan McNeil" on *The Young and The Restless.*
Sunday, 1–4 pm, in the Women's Fashions Dept.

Sears

Grand Re-Opening

Celebration

Two days only at Central Mall

*25% off**

All regular-priced clothes for everyone plus home fashions, too!

*Excludes cosmetics and fragrances, Starter® outerwear, Champion® apparel and Exceptional Values.

what's in store

Win one of 12 Shopping Sprees.
We're giving away over $2,000 in Sears Sprees, Saturday and Sunday. Enter through Nov. 17.*

Free makeovers.
Plus, sample the latest skin care and makeup from names you swear by. And try our exclusive Circle of Beauty collection.

circle of beauty

Free KidCare™ photo ID card.
Sunday, 1–4 pm, in our Kids' Dept.
Project KidCare™ has been jointly developed by Polaroid Corp. and the National Center for Missing and Exploited Children.

Free gifts.
Our first 1,000 customers will get a calendar portfolio. And kids will enjoy balloons, while they last.

Apply in store for the Sears Card and save $5.†
Or apply by phone, call 1-800-729-2000
†On your first purchase with the Sears Card.

Sears Central Mall
I-30 and Richmond Rd., Texarkana
(903) 831-3300
Monday–Saturday 9:30 am–9 pm
Sunday 10 am–7 pm

Come see the newest side of **SEARS**

No purchase necessary to enter or claim prizes. Open to legal U.S. residents 18 years of age or older. Associates of Sears, Roebuck and Co., its subsidiaries, affiliates, agencies and families living in the same household are not eligible. Void where prohibited. Limit one entry per person/household. Odds of winning depend on number of eligible entries received. Entries must be received by the end of business, Nov. 17, 1996. Winners will be determined in random drawings throughout the day Nov. 16 and 17, 1996. All entries must be complete. Winners need not be present to win. Winners not present will be notified by phone. Taxes on prizes are the sole responsibility of the winners. By participating, entrants agree to abide by these rules and the decision made by the judges. No prize substitutions or transfers. One prize per household. See store for complete set of official rules.
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